

THE NINE BRANCH LIBRARIES
OF THE PUBLIC LIBRARY
OF NEWARK, N. J.

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COMPILED BY ELEANOR SHANE
UNDER THE DIRECTION OF
JOHN COTTON DANA

PUBLIC LIBRARY
NEWARK, N. J.
1930

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Foreword

Mr. Dana planned this story of Newark's Branch Libraries, at the suggestion of the President of the Board, Mr. Richard C. Jenkinson. Eleanor Shane of the Children's and School Department gathered the facts, wrote the descriptions and had the cuts made. Catherine Van Dyne, in charge of printing, put the pamphlet through the press. Mr. Dana planned the pamphlet so that separates might be printed for use of each Branch, in addition to the complete story.

BEATRICE WINSER.

To Newarkers:

TWENTY-FIVE years ago John Cotton Dana, with the help of the Trustees of the Public Library, established the first Branch Library in Newark. It was in rented quarters in Academy Street. The late Vice-Chancellor, James E. Howell, a Trustee, was anxious that it prove a success. Mr. Edward H. Duryee and I helped all we could to make it so. As usual, Miss Winsor did most of the work of setting up the Branch. It was a modest affair, but a beginning. Out of this grew the system of Branches of our Library. Unfortunately for us and the people of Newark, the "economy cry" of the World War period compelled us to close all of our Branches except one, and our circulation fell off forty per cent or more.

Perhaps next to Mr. Dana, who originated the Branch Library idea in Newark, the man who helped most to build it up was our late Mayor, Thomas L. Raymond. He was a book man. He knew that books were a good thing for the younger generation, and a blessing to the older people. He recognized the need of many Branches in our rapidly growing city. He said that the Branches would increase the number of readers, and that a "reading citizen was the very best kind of a man," so he put through the resolution permitting us to build "a branch or two" and they gave us the money to do it. The result was good. Our circulation did increase. Then delegations came from other parts of the city "demanding" (I know of no better word to apply) that they be given branches in their section of the city.

At present we have eight Branches. Seven of these are housed in fine city-owned buildings, not "gift buildings" such as some cities have, of a kind totally unfitted for doing good and economical work, but "up-to-date" ones, on plans laid out by that great librarian, John Cotton Dana, who was an authority on

these matters, if there ever was one. One of our Branches is in a large department store, due to the further evidence of the interest of a merchant prince in his city. There is another Branch in the north end of the city that is under construction.

There should be two more to take care of the needs of the people in the other congested sections of the city. I know that these will come later on.

The term "Branch Libraries" does not mean alone that they are a place where you can get books to read. Mr. Dana was just as particular about the setting of the building, its appearance, inside and out, its grounds, shrubbery, trees, etc. as he was of the working parts of the building, so it is a well-known fact that property in the neighborhood of the Library Branches has increased in value, and the Library Branch is a center of that section of the city.

If any one doubts the usefulness of the Library and its Branches, I can show them letters and facts about the Library work in Newark that will convince them that this is one of the very best things the City does, and that the taxpayers want them supported and more of them built.

One of the things that pleases me more than anything else is the effort of Dr. John Logan, the Superintendent, and the members of the Board of Education, to bring these two educational institutions, the Library and the schools, into closer touch with each other, to the end that they may help each other, and help the students in the schools. If the plans of Mr. Dana and Dr. Logan are carried out, it will make this city what it has never been accused of being before, that is, a reading community.

It may be interesting to many to know that the circulation of books from the Newark Library and its Branches has increased two hundred per cent in the last eleven years. In 1918

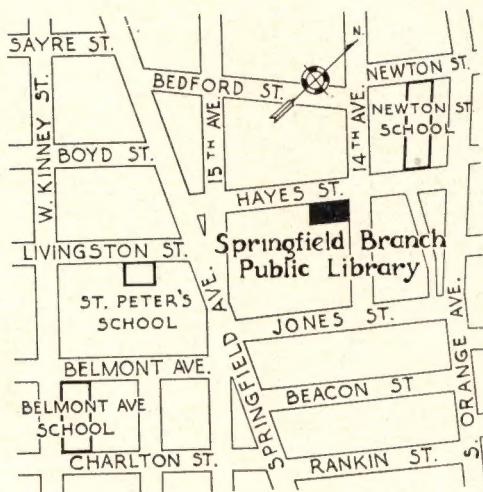
we only had one Branch, and that was curtailed in its usefulness on account of inadequate funds for its support.

We, the Trustees, and the Staff of the Library, are appreciative of the generosity of the City Commission, and we are presenting this little pamphlet in order to acquaint those who live in this community and are interested in Newark, with the "picture" of one of the most useful institutions in their city, and also to show the people of other cities how we are progressing in an educational way as well as in a material one.

RICHARD C. JENKINSON,

President of Board of Trustees.

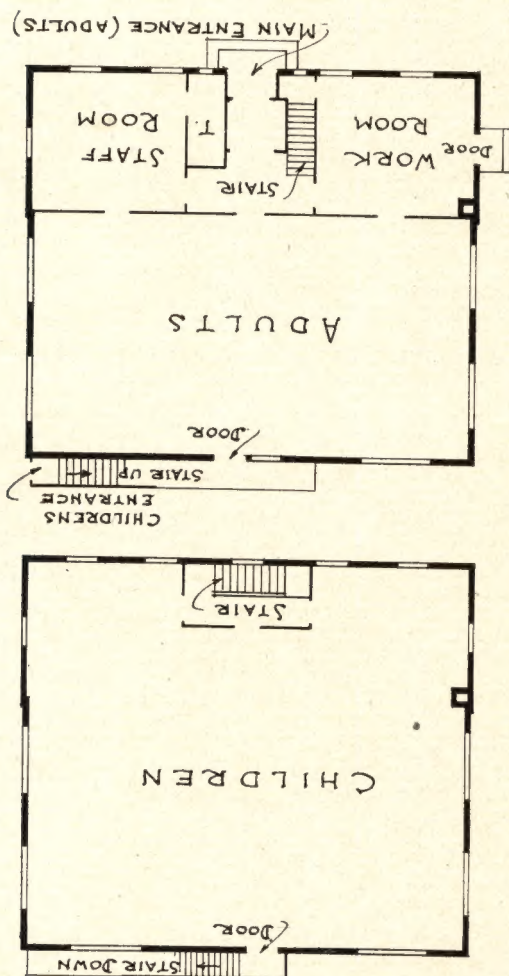
The Springfield Branch



This plan shows streets in the immediate neighborhood of the Springfield Branch about two miles from the Main Library in a thickly populated section. Springfield and South Orange Aves. are thoroughfares to the center of the city.

The first of Newark's city built and city-owned Branch Libraries, Springfield, was opened in March, 1923, at 50 Hayes St. On a lot 110 x 114 ft., the two-story building of cream brick in modified Colonial style is set well to the front, leaving space for garden and lawn to the south and at the rear. With the recent cutting through of Fourteenth Avenue, Springfield has acquired the open space on the north between the building and the new street. This is being graded and planted and will soon match the rear lawn in affording light and color to a built-up community. With the purchase of this space, the cost of Springfield Branch, exclusive of the book collection, reaches \$68,006.

Springfield Branch. The main room on the first floor, 60 x 32 ft., is for adults. Work and staff rooms measure 20 x 18 ft. each. The Children's Room occupies the entire second floor.





Springfield Branch at 50 Hayes St. Children have a separate entrance at the side.

In this building work space and staff room are provided on the first floor and the entire second floor measuring 60 x 50 ft. is given over to the use of children. A separate stairway at the rear leads from the children's entrance to their room. The Adult Department measures 60 x 32 ft. with the front of the building divided into staff and work rooms, each 20 x 18 ft., the latter with a separate delivery entrance. Rooms are finished in oak, with cream color plaster walls, light ceilings and hardwood floors. Eight large pictures decorate the walls of the Adult Department. In the Children's Room the collection is changed frequently by the Art Department of the Main Library. As in the other Branches, each room contains one museum case with a traveling exhibit provided by the Newark Museum; an extra library case may be used where there is need of it. The Newark Museum is using all Branch Libraries for the beginnings of Branch Museums. In each Branch it will put a changing dis-

play of objects to fill four high cases and four flat cases. The objects will be chosen with a view to interesting the visitors to the several Branches. On the walls will be hung, from time to time, from one to a dozen of the Museum's collection of oil paintings.

During the "rush" season of the year, December to April, a seventh assistant is employed part time at Springfield. For the rest of the year, 6 full time assistants, and one janitor do the work of this Branch. From a collection of about 22,000 books, in 1928 children borrowed 123,401 and adults 63,559. A little over 10 per cent of the books lent to adult readers are in foreign languages, 66 per cent fiction, 20 per cent non-fiction, and 3 per cent of the total represents the magazines, lent from a collection of 70 titles. Of these 70 the Branch subscribes to extra copies of 18, and uses 13 in the Children's Room. Reference work is almost entirely high and elementary school work. The general reading public are readers, not questioners. The collection of foreign books is well used, Polish leading the list, Yiddish second; in smaller numbers, German, Rumanian, Hungarian, Italian, Ruthenian, French, Hebrew.

Taking the Branch as the center of a circuit of about one and a half miles the district includes a dense population of foreign born and children of foreign born people of many nationalities, and a large and increasing number of negroes. The different nationalities have, in addition to their churches, large halls and meeting rooms where social affairs are held. There are seven social centers in public schools, two of them with special nights for white and colored, labor union halls, moving picture theaters, banks, stores of every description both wholesale and retail, poultry markets, curb markets, factories of the light manufacturing type. The socialist party has meeting rooms on South Orange Ave. There are about 160 building and loan associations within a mile of the Branch, housed in modern office



Springfield Branch. A section of the Adult Department.

buildings on the avenues (South Orange and Springfield) and in less pretentious quarters in the side streets. Eleven playgrounds at the public schools, equipped by the Board of Education include seven all-year, four summer, two evening, three Sunday. The City Hospital, Jewish Day Nursery, Newark Memorial Hospital take care of other needs of the community. To the northwest are residences; to the southeast apartment houses; within the circle are tenements and crowded conditions. In addition to the nationalities represented by the borrowers of books in foreign languages, the population includes Bohemian, Slovak and Greek. Churches in the district include 15 small Jewish congregations, 12 Roman Catholic, only two of which are attended by English speaking congregations, four Presbyterian (two of these with English speaking congregations), one each Methodist Episcopal (colored), German Reformed, Danish Lutheran, Swedish Lutheran, German Lutheran, Methodist,

Greek Orthodox, and many small congregations of colored people, affiliated with Protestant groups or independent—also several small independent churches of Protestant sects.

Of the schools in this district, ten are within a half mile's distance of the Branch, the total of 25 including 16 elementary, two junior high, six parochial, one ungraded, five of them all-year schools. The Branch serves as a school library for one of its schools whose classes from the fifth to the eighth grade come regularly once a week for reference work in connection with the lesson on the program at that hour. The picture of the Children's Room shows one of these classes at work on library and museum material in connection with a geography lesson. These classes do not take the place of the visits of the children's librarian to the schools or of the library lessons and book talks given in the library to classes within walking distance of the Branch.



A class from Belmont Ave. School using the Springfield Branch Children's Room.

Children who although within walking distance of the Springfield Branch cannot use it because of traffic conditions, are provided for in the Jewish Neighborhood House where a collection of books furnished by the Public Library is administered by the Jewish Sisterhood.

Two evening schools conducted largely for the Americanization of foreigners, one of them an all-year school, cooperate with the library in making books accessible to a large group of the population. Four Americanization classes during the day reach another group, three of them carried on by the Board of Education in the public schools, one in the Jewish Neighborhood House. Six Hebrew Schools offer after-school religious instruction, Modern Greek is taught at the Greek Orthodox Church, German in three of the churches, and Ukranian in the Ukranian Hall.

This community, situated in a congested part of the city, is a veritable town in itself with a multitude of interests and activities represented.

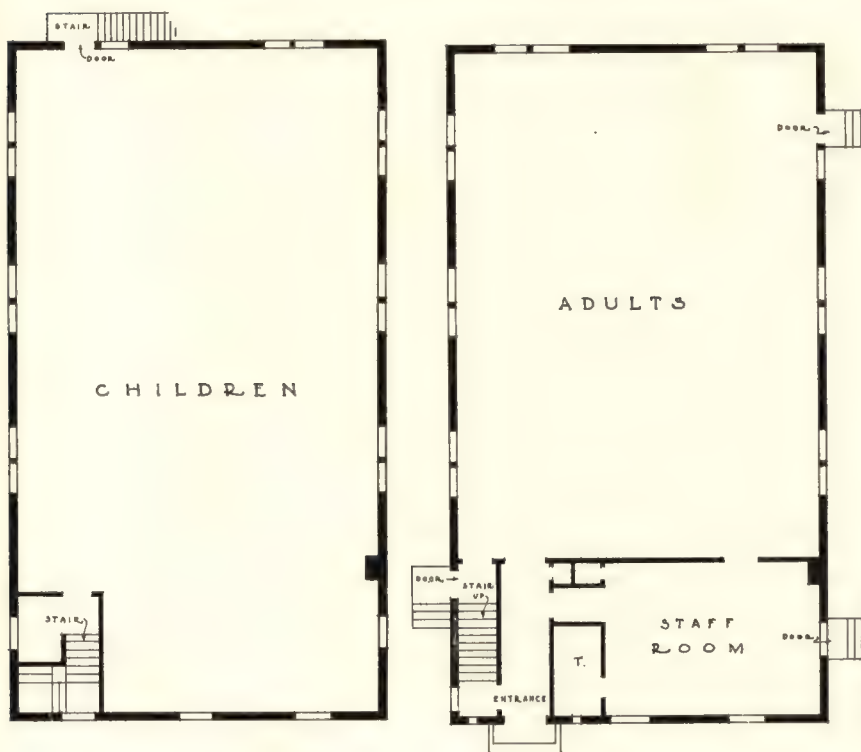
The Van Buren Branch



Van Buren Branch at 140 Van Buren St., near Lafayette St.

Only a little over a mile and a half from the Main Library, in the Ironbound section of the city, is the Van Buren Branch, 140 Van Buren Street, erected in September, 1923. The building of cream brick, in modified Colonial style, is set even with the street at the front, with a garden along the south side and at the rear. It was erected at a cost of \$44,628.

On the first floor is the Adult Room, 38 x 52 ft., at the south-west end of which is a staff and work room, 22 x 20 ft. The Children's Room, 38 x 72 ft., occupies the entire second floor and is reached by a stairway from a separate children's entrance at the north side of the building.



Van Buren Children's Room, occupying the entire second floor, measures 38 x 72 ft. The Adult Room on the first floor is 38 x 52 ft.

Situated in a closely built section with only the garden on the south for open space, the interior has need of every light-producing device. Pictures, vases and decorative posters lent from the Art Department of the Main Library are selected with an eye to this need. Walls are smooth plaster finish, painted buff; floors uncovered wood. The two museum cases, provided by the Newark Museum, one in each room, are supplemented by

one library exhibit case to be used where the need is greatest. The usual Newark Museum cases in this Branch have always aroused great interest, and for the purpose of meeting more adequately these interests of a large group who cannot get to the city's Museum conveniently, the first Branch Museum was opened May 27, 1929. The exhibit consists of four high cases and four flat cases and a number of oil paintings, installed in the Adult Department on the first floor of the Van Buren Branch.

A community almost entirely industrial furnishes a library clientele composed largely of children of school age. Less than half of the 147,392 books lent in 1928 went to adult readers. Of these $63\frac{1}{2}$ per cent were fiction, $25\frac{1}{2}$ per cent non-fiction, $5\frac{1}{2}$ per cent in books in foreign languages and the remainder in periodicals. These figures are for adult borrowers; the children show a more evenly divided choice—49 per cent fiction, 46 per cent non-fiction, 5 per cent periodicals; all of this from a collection of approximately 15,000 books and recent numbers of 68 periodicals. Of the latter, 15 are in the Children's Room. Reference work is almost entirely connected with school work. Except during the season December to April, when an extra part time assistant is needed, the Branch is taken care of by five assistants serving full time.

In this section of the city is concentrated a great part of its industrial life. Most of the leather manufacturing and hide tanning for which Newark is noted is done here. A large factory for the production of celluloid, many smaller factories of different kinds and a multitude of stores are crowded into the Ironbound district. Within the district considered the province of Van Buren Branch are five Baptist churches, one Episcopal, one Evangelical, one Hebrew, one Greek Catholic, two Methodist Episcopal, four Presbyterian, two Reformed (Dutch), seven Roman Catholic and one undenominational, 15 of the whole number within the half-mile radius. In addition to the six social



A Section of the Children's Room at the Van Buren Branch.



Readers in the Adult Department of the Van Buren Branch,

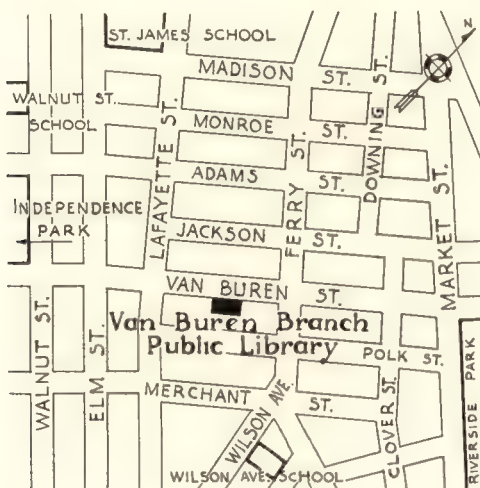
centers maintained by the Board of Education in the public schools, the Ironbound Community House next door to the Branch and the Catholic Neighborhood House serve the social needs of the district. Classes of all kinds are conducted in both and in the Catholic Neighborhood House a collection of books from the Public Library has proved of value in taking care of a group of Van Buren's borrowers difficult to reach. The Board of Education runs five playgrounds in connection with the public schools of this community—three open all year, three during summer, one on Sundays, one in the evenings, and one on Saturdays. In addition, a supervised playground in Riverside Park and two day nurseries relieve conditions in this crowded part of the city.

Surrounded as it is by factories and stores of every kind, Van Buren Branch is on the edge of a still wider industrial area lying between the Branch and Port Newark. Because of the advantage to future business concerns of the Port and of Newark Air Port, closest of six metropolitan landing fields to the heart of Manhattan, this region is bound to have an unusual development.

Newark's Chinese colony, a group of some three hundred, chiefly adults, lies just beyond the immediate neighborhood of this Branch. It is an element with which the Library has as yet failed to make a definite connection because of Chinese individualism.

The collection of foreign books, whose use represents $5\frac{1}{2}$ per cent of books borrowed from the Branch, is used by the following nationalities in the order given: Polish, German, Italian, Hungarian, Spanish, Lithuanian, Russian. Reading interests are not, however, an exact indication of population percentages, the largest group in the district being Italian; Polish second; third a group of Lithuanians, Hungarians, Bohemians and Spaniards, and fourth Germans. A shifting population, its percentages

change continually. A small colony of Spanish and Portuguese are trying to establish themselves; for the rest, the tendency is to move out as soon as prosperity and Americanization are achieved. The best method at present of connecting with the neighborhood is the visiting of the schools by the children's librarian. Fourteen schools are covered in this way—one high, seven elementary, five parochial and one continuation, only five of the whole number within the half-mile radius. Dodgers and moving picture trailers are used to interest borrowers not reached through the schools. Stores are generous in allowing window space for library displays. With these changing frequently both as to the nature of the display and as to locality, the neighborhood is not allowed to forget that it harbors a group of the city's books as well as a branch of its city Museum.



The Immediate Neighborhood Surrounding the Van Buren Branch.

The Roseville Branch

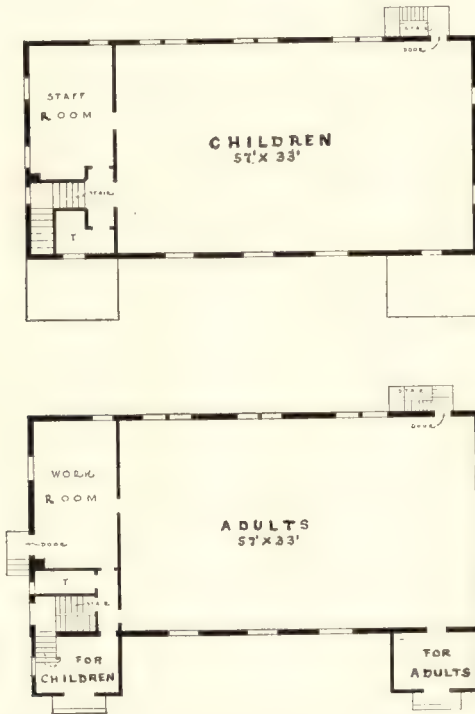


Roseville Branch. Children's entrance is at the left, adults' entrance to the right.

The Roseville Branch, opened in October, 1924, is at 99 Fifth Street between Orange Street and Sussex Avenue. The building is cream brick finished inside with rough cement. A recessed front allows room for shrubs and grass along the street, and a space of 17 ft. at the north and 8 ft. at the south gives air and light to the building. Behind the Branch is a garden 36 x 100 ft.

The arrangement of the Branch is the same on both floors. The Adult Room, 57 x 33 ft., on the ground floor is entered from the south. The entrance at the north leads to the Children's Room on the second floor. Behind this stairway is a work room 14 x 23 ft. with a delivery entrance from the side yard, and on the second floor, a staff room of the same dimensions.

With the rough plaster finish, a ceiling formed of the peaked



Roseville Branch. First floor is for adults and second floor is for children.

roof itself, with dormer windows half way up is fitting. Beams of dark wood lend an atmosphere of comfort and seclusion without darkening the room to any extent. Pictures on the wall are changed from time to time and the exhibits in the museum case provided by the Newark Museum kept for six weeks at a time. An extra library case may be used in either room for special exhibits. These are in addition to the branch of the City Museum, as described in the Springfield Branch note. Floors in

both rooms are uncovered wood. The building is heated by a coal furnace and a janitor employed full time. The Branch was opened at a cost of \$55,748 exclusive of the book collection.

The Roseville district has changed rapidly in character since the opening of the Branch, when the population was largely American and the community almost entirely residential. Separate dwellings are being replaced by apartment houses, industrial interests are crowding into one section after another. The foreign element is now noticeable with the largest per cent composed of Italians. Interesting factories, many of them new buildings with modern equipment, make pianos, watch cases, buttons, badges and bakery products. Cooperation of these agencies with the Branch has been cordial and helpful. The main business thoroughfare of the district is less than a block from the Branch.

One high school, five grammar and six parochial schools are served by this Branch, five of them within a half-mile radius. The Roseville Branch is particularly fortunate in its location in working out a form of cooperation with the schools in the vicinity. With few exceptions classes from the third to eighth grade of the public schools visit the Branch by appointment for library lessons and book talks. This is in addition to the semi-yearly visits the children's librarian makes to each class above the second grade. Schools are visited in this way by all branch children's librarians but because of traffic conditions, distance of the schools from the Branch, or organization of the school it is not usually possible to get as large a percentage of the classes to other Branches, as it has been in the Roseville district.

A social center in connection with one of the public schools is open two nights a week. The Board of Education maintains also one all-year and one summer playground, the latter open also in the evening and on Saturdays during spring and fall. The Boy Scout Organization is active in this locality. Three



Roseville Branch. Adult Department.

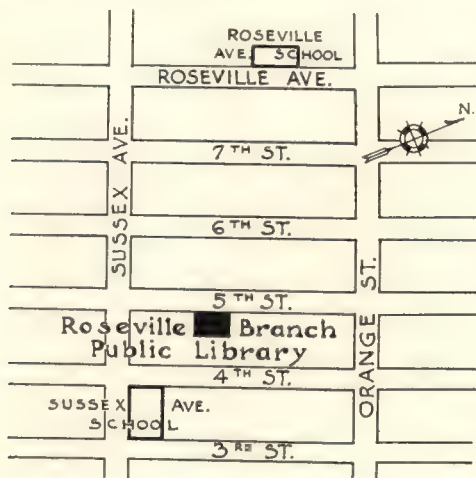
active literary clubs with a combined membership of 90, use the library in connection with their programs. The Branch has had definite cooperation with six of the 25 churches in the vicinity. Of these 25 churches 12 are within the half-mile radius and include two Baptist, three Presbyterian, two Episcopal, one Methodist, one Pentecostal, one Jewish, one Catholic, one Lutheran (German). Church bulletins advertise library interests and a local paper, *The Roseville Citizen*, each week prints



Roseville Branch. In the Children's Room a class of school children is learning to use the card catalog.

lists of new books, prepared by the Branch. In one of the neighborhood banks the Branch has had exhibit space for six months.

To meet the needs of this rapidly growing and changing community a collection of approximately 13,000 books is administered by a staff of four with two part-time assistants. In 1928, 116,000 books were lent, a little more than half of them to adult borrowers. Seventy-eight per cent of the average circulation is of fiction; $15\frac{1}{2}$ per cent non-fiction; 5 per cent magazines. Roseville subscribes to 73 periodicals, 13 of them for its Children's Room. There is no permanent collection of foreign books as yet but the increasing demand for Italian books will soon make one necessary. Reference work is largely with high and grammar school students, though club women, normal school and college students are also frequent users of the Branch. The changing nature of the community adds interest to the librarian's work and does not in the least diminish the usefulness of this section of the city's books.



Roseville Branch. Orange St. leads to the Main Library a little more than a mile away.

The Clinton Branch



On December 2, 1925, the Library opened its Clinton Branch building at 739 Bergen Street, some two and a half miles from the Main Library. A Colonial type of building of Harvard brick with white trim, it is set flush with Bergen Street, at the north end of the 125 ft. lot, leaving a 46 ft. lawn on the south, 100 ft. deep. A room for adults occupies the main floor, 30 x 60 ft., lighted on three sides. The front of the building is cut off to form a staff work room, 15 x 16 ft. Above is the Children's Room with staff rest room and kitchenette over the work room. The lot level is 12

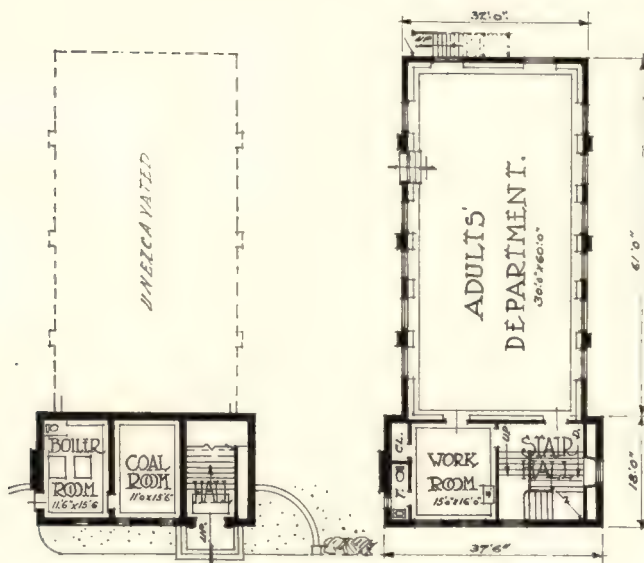
ft. higher than the street and an excavation was made for the front of the building only. The main entrance serves both first and second floors; but children use the stairway without having to go through Adult Department.

The interior is finished in oak, with plaster walls of light tan. The furniture is oak and the book stacks natural Georgia pine. The Children's Room floor covering is linoleum; a rubber com-

Clinton Branch. Floor plans. Below at the left is the basement and a short flight of steps leading to the first floor. The lot is 12 ft. higher than the street, and an excavation was made for the front of the building only.

Below at the right and in the rear is the Adult Department, 30 x 60 ft., lighted on three sides. The work room in front is entered both from the hall and from the main room.

Above is the Children's Room, shown in the plan at the right. It also measures 30 x 60 ft. and the staff room above the work room is the same size.

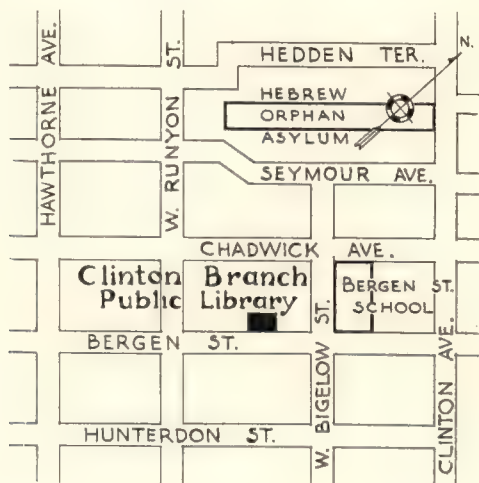




Clinton Branch, 739 Bergen St., near Clinton Ave.

position in tan and brown block design is used in the room for adults. Open space on three sides makes both rooms exceptionally light. Each room has access to the garden by an outside stairway. Pictures from the Main Library's Art Department decorate all the rooms. The two museum cases, one in each room, are soon to become a part of the Clinton Branch Museum as described in the Springfield Branch note.

A staff of six full time assistants, one part-time, and one janitor, run this building. With a book collection of 18,000 volumes the Branch lent in 1928, 221,000 books, 128,000 of them to children. Of the books borrowed 77 per cent are fiction, two per cent in foreign languages, 16 per cent non-fiction and five per cent periodicals and pamphlets. In the Children's Room, the proportion of books lent is $57\frac{1}{2}$ per cent fiction, 40 per cent



Clinton Ave. and Hawthorne Ave. are main thoroughfares.

non-fiction. Of the 80 magazines subscribed to, 18 are in the Children's Room. More than one copy is taken of 14 titles. Reference work means helping high and grammar school students in their studies; it includes also no little aid to members of the social organizations mentioned below.

Clinton Branch serves a community residential in character, in which two thriving business centers have developed: Clinton Avenue, the main thoroughfare not two blocks away and Hawthorne Avenue, at about the same distance, with smaller shops. There are a few factories in the neighborhood, but the chief business interests are those that serve immediate needs of the residents. The population is largely Jewish, with Germans the predominant foreign group. Russian Jews are a close second and native stock third. The neighborhood is well covered by churches. Within easy walking distance of the Branch are two synagogues,



Clinton Branch. Children's Room. Eight windows face south.



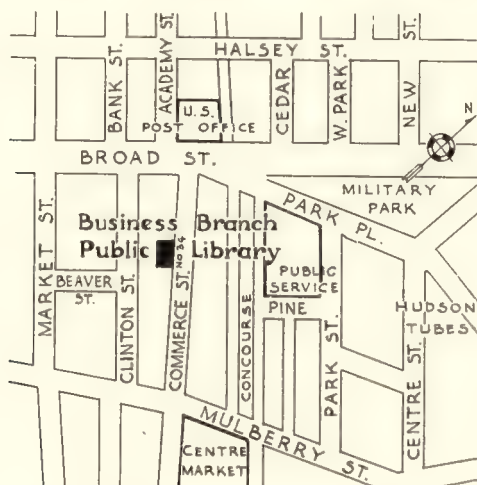
Clinton Branch. Adult Department. The Charge Desk is at the right near the entrance.

two chapels, two Methodist, three Episcopal, two Presbyterian, one Baptist, two Roman Catholic, one German Lutheran, one Evangelical. Branches of the Y. M. C. A., Y. M. and Y. W. H. A., Girl Scout and Boy Scout troops, and vacation Bible

schools are active. The Children's Aid Society and Child Guidance Workers use the Branch freely. Schools using it include seven elementary, one junior high, one private, two parochial, one ungraded—six of the whole number being within a half-mile of the Branch. Two large Hebrew schools and a number of smaller ones add religious training to the public school education of a large group of children. Seven playgrounds are provided by the Board of Education in connection with the public schools, six of them summer playgrounds, one all-year, three open in the evening and one on Saturday. Americanization classes are held in the day time in one of the Jewish temples and in four of the public schools. Social centers are open to the community, two of them on one night a week, and the others on two nights. Americanization classes in the evening schools are particularly felt in this community, being attended by high grade students unusually susceptible to the advantages offered by a library. The children's librarian keeps in touch with her community through visits to schools, arranged as described in the Roseville Branch note. Evening schools are supplied with books from the Main Library for use in class rooms and pupils are encouraged in every way possible to make use of the local Branch.

The Business Branch

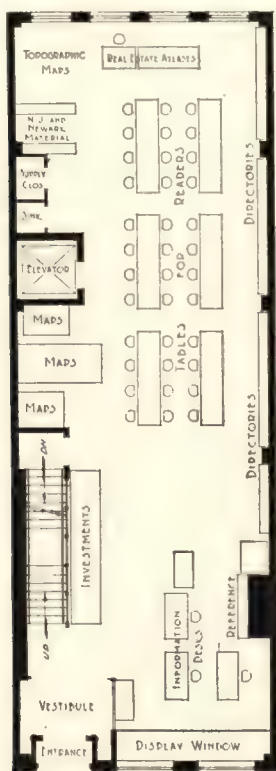
In May 1927, in the heart of the coming Newark's active business district, the Public Library opened its city-owned Business Branch at 34 Commerce Street. The three story build-



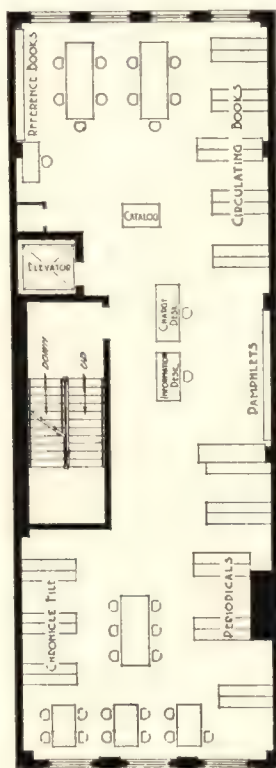
The Business Branch, 34 Commerce St., is within two minutes of the Four Corners at the juncture of Broad and Market Sts.

ing of modernized Georgian architecture, Harvard brick with white stone trim, represents a city investment of about \$231,000 including cost of site, building and equipment. The building faces a large automobile parking space, the former site of the City Market, now one block to the east. A thirty-five story office building will soon occupy this parking space.

All the floors measure 29 x 80 ft. On the first floor material most in demand is arranged conveniently for the hurried in-

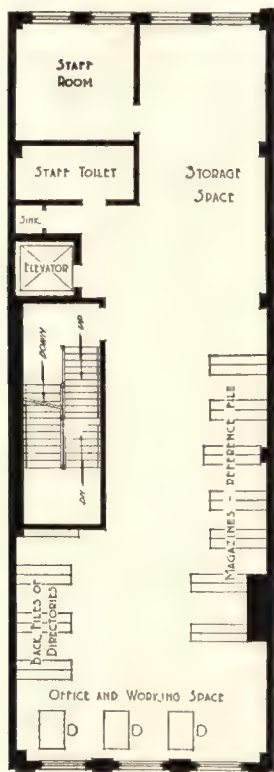


Business Branch. First Floor.

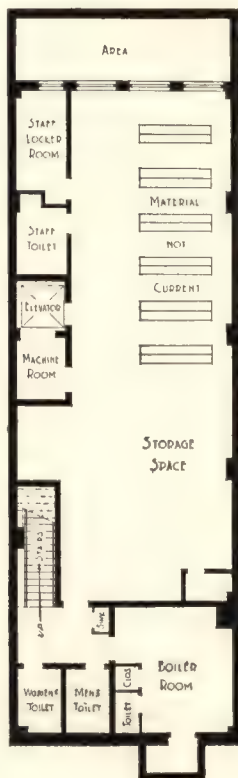


Business Branch. Second Floor

quirer. Here are directories of all kinds, city and trade, investment services, atlases and maps. On the second floor the atmosphere is more leisurely, more studious. The less hurried visitor finds ample reading space, hundreds of periodicals to scan and the best books on every branch of modern business. Many may be borrowed. The third floor provides for growth. At present much of the space is reserved for work rooms and



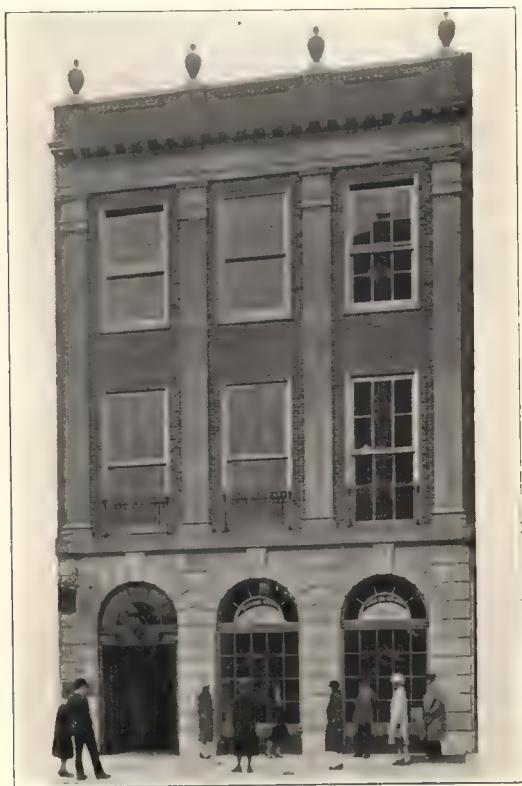
Business Branch. Third Floor.



Business Branch. Basement.

staff rooms and for the storage of back files of directories and magazines. In the basement besides the boiler room and machine room are the toilet rooms and more storage space for material not current but still useful.

The Business Branch is a separate department for business service. Nine per cent of the total Library budget is apportioned



The modest height of the Business Branch makes it conspicuous among tall office buildings.

to the Branch. It serves primarily the business men of Newark but answers questions from people of New York City, the vicinity, and abroad.

The staff includes in addition to the branch librarian, five reference assistants, one cataloger, one stenographer, four junior assistants. It calls on anybody anywhere for informa-



Information Desks near the entrance give prompt attention to visitors and telephone inquirers.

tion and meets with generous cooperation from other libraries, magazine publishers, organizations and other officials.

Of its several different groups of materials the 600 city directories are arranged alphabetically by city: the 225 foreign directories are grouped alphabetically by continent, then country; the 800 trade directories are placed alphabetically by subject. The investment collection consists of financial services and security manuals for the United States, Great Britain and Europe. The 500 magazines, including all the important periodicals on business, are arranged alphabetically by name. Pamphlets and Information File materials clipped from current publications, are grouped alphabetically by subject. Circulating books which include all outstanding volumes in the field, are grouped according to the Dewey Classification.

The Business Branch has four specific keys to its collections.



Work tables on the first floor of the Business Branch. Men at the left are examining Investment Services.

One, the card catalog giving author, title and many subject cards for the books. Two, the bibliography "2400 Business Books" and its supplement "Business Books 1920-26," a close analysis of worthwhile business literature. Three, the "Mailing List Directory" and its card supplement, a list of directories classified by subject; and four, a list grouped under 143 subjects, of the 500 magazines.

Questions come to the Business Branch by telephone, letter and through individual inquirer. Five reference assistants are scheduled for different hours to give special telephone service and to serve inquirers. Reference letters are divided among the staff. The help of all the assistants is used on difficult questions. As a department in a public library, the Business Branch is not devoted to research in any one line but endeavors to find out and use the best methods for making business information readily available. As one of the first and outstanding special libraries in the country it has studied discarded and practiced different methods of work and is constantly on the alert for ways of improving the technical methods in libraries.



Business Branch. Five hundred business magazines are conveniently shelved on the second floor.



Business Branch. On the second floor also are books on modern business and the pamphlet literature of business.

The taxpayers of Newark consider the original investment of \$231,000 and the annual running expenses of from \$25,000 to \$30,000 a wise expenditure of city funds. Their reason is that the money is amply covered by the amounts saved Newark business men through the time saving and convenience of use due to a centrally located Business Branch.

Within the proverbial stone's throw of the Branch are office buildings housing some 25,000 business and professional men. The Business Branch is immediately at hand. Questions they can answer by a five or ten minute visit here would take from thirty to forty-five minutes, if the same collections were only available at the Main Library. With a dollar an hour a moderate average for the time value of its 300 daily patrons, the central location of the Business Branch saves these Newark business men \$50,000 a year in time alone. Were all the business men of the vicinity to use it on an average of once a month, the saving would be annually about \$150,000 more. The foresight of the City Commission in securing a permanent central location for the institution insures a minimum return more than covering the annual maintenance and interest on the original investment for the city.

The Vailsburg Branch

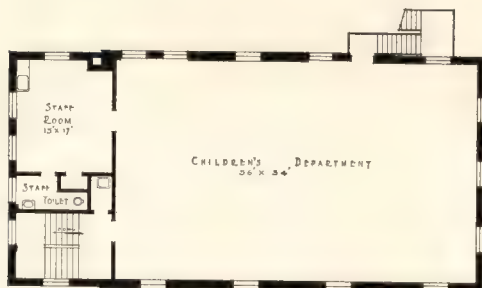
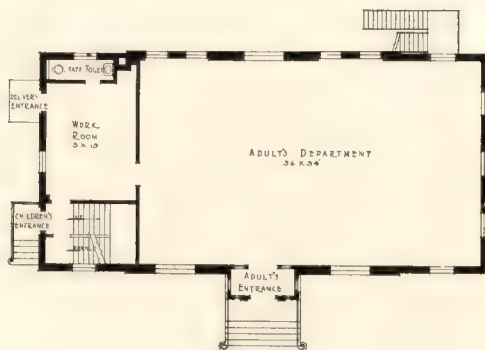


Vailsburg Branch at 75 Alexander Street was opened in October 1927 at a cost of \$71,412. A building of a modified type of Georgian architecture, red brick with white stone trim, it is set back from the street 25 ft. on its 100 ft. lot, allowing ample garden space in the rear.

Plans of the building show a ground floor room 56 x 34 ft., devoted to the use of adult readers. This allows a work room 15 x 19 ft. at the south end of the building, with its separate delivery entrance.

The Children's Room on the second floor, reached by a separate stairway, measures also 56 x 34 ft. and opens into a staff rest room and kitchenette, 15 x 17 ft.

To increase the bright sunny appearance of the rooms, made possible by the ample lawn surrounding the Branch, and the low buildings near it, the walls have been finished in smooth plaster painted cream color, and the ceilings painted white. Floors are covered with cork in brown and tan blocks. Colored lithographs and other pictures decorate the walls and the collection, supplied by the Art Department of the Main Library is changed from time to time. Each of the two rooms is furnished with a museum case in which exhibits are changed every six weeks by the Newark Museum, and in addition one library exhibit case remains in the room which may be showing anything of especial



Vailsburg Branch. Plans of Adults' Department on the first floor and Children's Room on the second. Work and staff rooms facing south and west are particularly attractive.

note. The Vailsburg Branch of the Newark Museum is soon to be installed here in accordance with plans mentioned in the Springfield Branch note.

The building is well heated by an oil heater and a janitor is engaged full time on the premises.

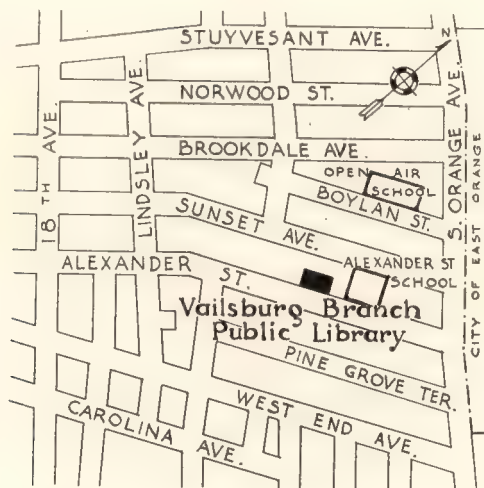
With a staff of four, and one part-time assistant, and approximately 11,000 books, Vailsburg Branch lends annually over



Vailsburg Branch building has ample lawn at the front and back, space at both sides and low buildings nearby.

100,000 books; more than half of these to children. Seventy-nine per cent of the adult total is fiction, 20 per cent non-fiction, periodicals and pamphlets, and a very small proportion foreign books, less than one-half per cent. Of the 69 periodicals subscribed to, 16 are in the Children's Room and all are used and borrowed freely. Reference work is almost entirely with grammar and high school students.

Situated in one of the newer sections of the city, Vailsburg Branch serves a community essentially residential. There are no large factories, and the only business section is composed of the small shops typical of such a community. No section of Newark is more purely American than this one. A few Germans of the older generation still bring requests for books in their



Reached by South Orange Ave. the Vailsburg Branch is about three and a half miles from the Main Library and near the East Orange border.

own language. Scotch and Irish are also represented. Italian families from the older parts of the city have begun to move in.

Within a radius of half a mile are four churches, two Lutheran, one Catholic, one Presbyterian, and at a greater distance another Catholic and one Methodist Church. One high school, five elementary schools, two parochial schools use this branch. Only one of these Alexander Street, close by, is within a half mile's distance. An open air school is now being built at Boylan Street near South Orange Avenue.

Schools within reasonable distance of the Branch send their sixth, seventh and eighth grades to the Children's Room for book talks and library lessons. The children's librarian visits all



Vailsburg Branch. Children's Room with separate entrance and stairway at the side.



Vailsburg Branch. Adult Department, showing Charge Desk near vestibuled door, and exhibit case for Museum loans nearby.

the classes from third to eighth grade in the schools of her community twice during the school term.

Since the opening of the Vailsburg Branch, each growing community interest has cooperated with the library in its activities—a bank in its advertising campaign, a high grade moving picture house in displaying posters. Any plan of the library staff to arrange special exhibits is met by the borrowers with enthusiasm.

The Vailsburg Branch is three and a half miles from the Main Library, about two and a half from Roseville Branch and a little over two miles from Springfield Branch.

VAILSBURG BRANCH HOURS

Adult Department

Daily 1—6

Monday &

Thursday 1—9

Saturday 9—6

Young Peoples Department

Daily 1—6

Saturday 9—6

Closed on Sunday

Reproduction of a poster printed in the Library Print Shop on pulpboard 13 x 17½". Similar bulletins are used by all branches.

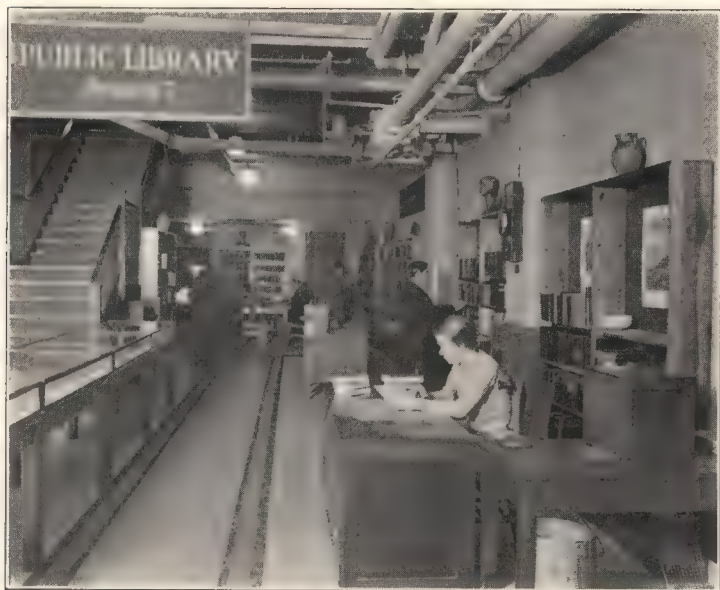
The Central Branch



Central Branch, here marked Branch 7, is in the shopping center of Newark. It is about as close to the corner of Market and Broad Sts. to the west of Broad St. as is the Business Branch to the east.

In the new section of the basement store of L. Bamberger & Co., the Central Branch of the Library, originally called Branch 7, was opened to the public in November, 1928.

To open this Branch, the only expense, exclusive of the book supply was the equipment. No rent is charged and the light, heat and telephone service are furnished by L. Bamberger & Co. In an advantageous corner of the basement, at the foot of one of the two stairways leading directly to the street, it is a great convenience to shoppers, co-workers in the store, and employees from neighboring office buildings. Of the six possible entrances to the section of the basement store in the Gibraltar



The stairway leads direct from the Branch Library to a street entrance on Academy St. as shown on the street plan on the preceding page. The space though long and narrow widens toward the rear as shown in the picture on the page opposite.

Building, two are labelled "L. Bamberger & Co.," and one, leading directly to the Branch Library, bears the sign, "Newark Public Library, Branch 7." This is on Academy Street on the north side of the building; an ordinary store entrance surrounded by small stores and offices. Academy Street, while not a main business thoroughfare, is a much used one, and the location good for the clientele the Branch serves.

In an oblong space 65 ft. long whose borders are the stairway leading to the street, and two walls, fourth side is open to the public, as shown by the photographs. Narrow at the entrance where one passes between the charging desk and a row



Thirteen book cases six feet wide accommodate the 3,500 books. They include about 500 of the latest novels lent on the rental plan, many older novels, with plenty of standard titles and an attractive selection of popular non-fiction.

of museum cases, the room widens out at the rear, where reading tables and chairs are placed. Books are shelved in cases placed against the three walls; shelves reserved behind the charging desk and the assistant's desk for new books, seven day books, and cent-a-day fiction. Two tapestries on the walls in addition to a large picture, numerous vases and small pieces of statuary lent by the Newark Museum, and a rug furnished by L. Bamberger & Co., help to make a library setting in this corner of a store.

The Branch has been popular from the day of its opening. One assistant is scheduled in the room full time during store

hours, 9-5:30, and since March 1929 she has had an assistant doing half-time duty. The number of borrowers includes of course a great many who have had cards in the Main Library or in the other branches but who now find this central location more convenient. In addition to these and to many who have renewed expired cards who might never have done so without the Central Branch as an inducement, during the month of April, when the Branch was well under way 161 new borrowers took out cards, and the average number of books lent in a day during that month was 222. No magazines are included in the collection; no reference work is attempted. About 3,500 volumes of fiction and recent popular non-fiction meet the needs of the borrowers. Co-workers of L. Bamberger & Co. have elsewhere in the building a library of their own, supplied by the Public Library.

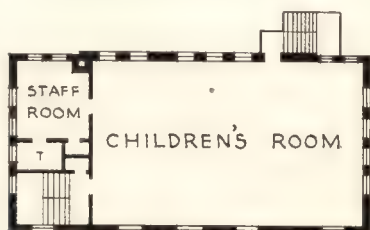
The Weequahic Branch



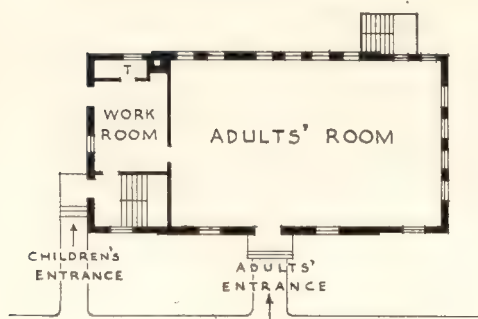
Weequahic Branch. Trees between sidewalk and low terrace shade the lawn and give the building a residential appeal in a neighborhood of homes.

The newest city-owned Branch Library building was opened at 355 Osborne Terrace, in May 1929, at a cost of \$77,000 over all, exclusive of the book collection. Weequahic Branch is a two story red brick building of modified Georgian architecture, differing little from the Vailsburg Branch, built two years before. On a lot 105 x 142 ft., the building is set back 40 ft. The front lawn thus provided is well shaded, with brick walks leading to the two entrances and a rock garden separating lawn from delivery entrance. At the rear is a lawn 70 ft. deep, also well shaded and enclosed by a fence.

Floor plans indicate again a similarity to the Vailsburg Branch. Dimensions of Adult Department on the first floor and Children's Room on the second, are 56 x 34 ft., with a staff



SECOND FLOOR PLAN



FIRST FLOOR PLAN

Weequahic Branch. Building arrangements are like those for the Vailsburg Branch.

work room, 15 x 19 ft. opening off the first floor room, and a staff rest room and kitchenette, 15 x 17 ft. above it. Children's Room is reached by a stairway on the south side of the building which has an outside entrance for children and is also accessible to the first floor through the work room.

A sage green used for window and door trims blends well with the cream walls. White ceilings, many windows, and improved lighting facilities make both rooms attractive day and night. On the floor is a new composition, zenitherm, in large blocks of black and gray. Rubber tile is used in the hall and on the



Weequahic Branch. Adult Department. As at the Vailsburg Branch many windows give plenty of daylight with book cases placed at right angles so that book titles may be easily read. Benches seen at the right save floor space usually taken by tables.

stairs. Pictures from the Art Department of the Main Library are in all the rooms; posters and seasonal pictures are added from time to time for special displays. Until the Weequahic Branch Museum opens in the Adult Department of this building, each room is furnished by the Newark Museum with a museum case in which exhibits are to be changed every six months.

A collection of approximately 10,200 books and an enthusiastic clientele necessitate a staff of six full time assistants, and in the first month of the Branch's history two part time assistants. Over four thousand books were lent from Weequahic during the first four days, an unusually high percentage of these to grown people. Statistics for the month of June show the following percentages of a total of 13,890 books lent from the Children's Room: 57.4 per cent fiction, 40.9 per cent non-fiction, 1.6

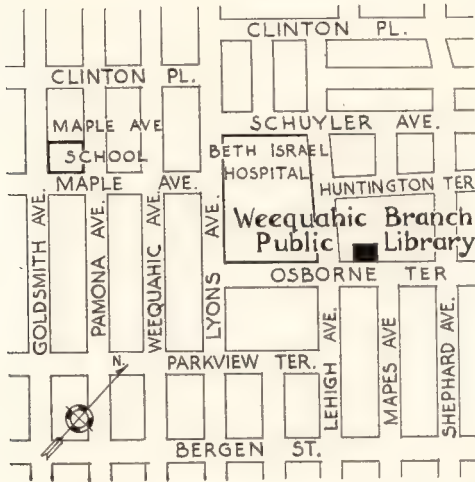
per cent magazines and pamphlets; and of the 5,379 lent from Adult Department, 83.6 per cent fiction, 14.4 per cent non-fiction, 1.9 per cent periodicals. There are very few books in foreign languages. The foreign born child is a rare exception in this neighborhood. Seventy-five periodicals are subscribed to, 21 of them used in the Children's Room. Reference work is largely with school students.

The most recently developed part of the city, Weequahic section is almost entirely residential. Along the three main thoroughfares nearby are small shops, two moving picture houses, four neighborhood banks, but no large stores or factories. Beth Israel Hospital one block from the Branch and Weequahic Park less than a mile away identify this neighborhood for many Newark residents. In the immediate vicinity of the Branch are seven churches including Episcopal, Presbyterian, Baptist,



Weequahic Branch. Children's Room. One of the most popular library centers for children. From the day of its opening young readers have been present with a never-failing regularity.

Jewish. Seven others, including the above denominations and Methodist, Lutheran and Roman Catholic are accessible though at a greater distance. Five elementary schools are served by



Immediate neighborhood of Weequahic Branch Library.

Weequahic Branch, three of them equally distant from the Clinton Branch on Bergen Street. Two parochial schools and one high school bring the school enrollment of this community up to about six thousand.

An active parent-teachers' association connected with one of the elementary schools is an influential factor in the neighborhood and gives enthusiastic support to the Branch. The influence of the Ninth Ward Improvement Association is also felt in any new enterprise which has the interests of the community at heart. Three summer playgrounds, one of them open in the

evening, are maintained by the Board of Education in connection with the public schools, and social centers open in the same schools, one two evenings a week; two one evening a week.

In a community purely residential, with a population about 75 per cent Jewish, the Weequahic Branch fills a need clearly felt by its patrons. A group of citizens desirous of the best for their children are taking advantage of this new opportunity open to them and show signs of keeping up to the astonishing record made in the early days of the Branch.

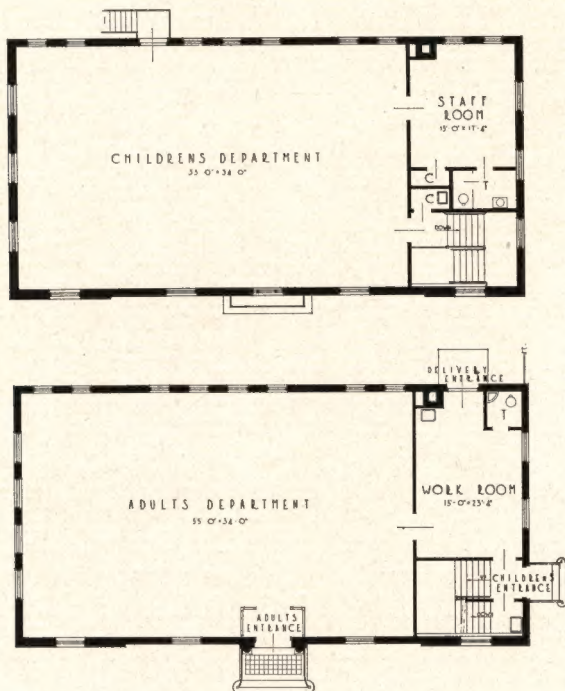
The North End Branch



Architect's drawing of the North End Branch. To be erected at 722 Summer Ave. for residents of the Forest Hill and Woodside sections of the city at the northern end.

A lot has been purchased and the architect's plans have been accepted for a new Branch Library in the north end of the city. This will be known as the North End Branch, located at the corner of Summer and Grafton Avenues.

A two story brick building, in architecture similar to the Weequahic Branch, it will be set forward on the lot, leaving a shallow lawn between the building and sidewalk. In the rear will be a deep garden and at the south end will be a lawn. There will be separate entrances for adults and children, and a delivery entrance to the work room on the first floor. Floor plans also are similar to the plans of Weequahic Branch with a little more space given to the two main rooms of the building.

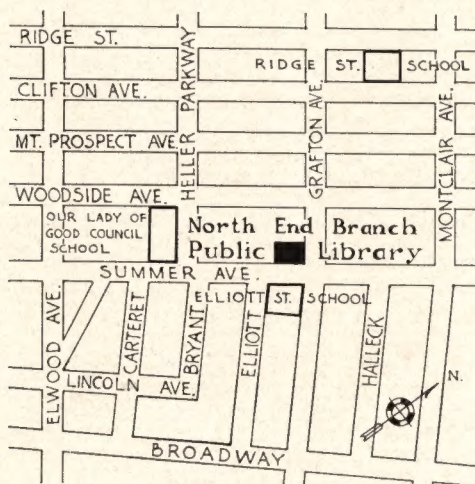


North End Branch. Floor Plans.

Largely a residential section, the north end district is being more and more cut off from use of the Main Library by traffic conditions. The real need of a branch was indicated during the summer by the enthusiastic support given a playground library established by the School Department of the Library as an experiment in one of the public schools.

Seven of the schools now in the Main Library district will find the new Branch more accessible; two others are about half way between the Roseville and the North End Branches. The total school population is approximately 4,800.

Almost one-fourth of this number represents the enrollment at Elliott St. School, directly across the street from the Branch site. In this school the books lent by the Public Library during the summer as a playground library, will be housed until the new Branch opens. This modest collection of some 600 books, open to the school children one afternoon a week, in charge of an assistant from the Public Library, has enrolled many prospective borrowers for the North End Branch.



This plan shows streets within a few blocks of the site of the North End Branch Library.

Extension Work In Schools and Elsewhere

In addition to its Branch Libraries all but one of which are in separate city-owned buildings, the Public Library in 1929 has 33 extensions, distributed as follows: two department stores, three hospitals, three churches, three neighborhood houses, four factories, three clubs, six business offices, two continuation schools, and seven miscellaneous stations which include a jail, an orphan asylum, a convalescent home, a County Bureau of Junior Employment, a House of Detention, and the Y. M. and Y. W. H. A.

During the summer months, collections are lent also to eight summer camps and to four Newark school playgrounds.

In 1928 a group of 29 stations in essentially the same localities, with a total collection of 8,328 volumes lent to borrowers 83,251 books. There were in addition eight collections in summer camps, which lent 2,500 books.

An increasing number of the Library's books go to the elementary, vocational and parochial schools of the city in the form of class room libraries. These are small travelling book cases containing forty books each, selected by the School Department of the Library and prepared for use as small circulating libraries in the class rooms.

From September 1928 to June, 1929 the school term for the majority of Newark schools, 1,256 libraries were sent out containing 46,312 volumes. All Year and Summer Schools brought the total number of libraries to 1,294 and of volumes to 47,322 by the end of the summer term. Records kept by the teachers as custodians of the libraries show that 320,690 books were borrowed from these libraries.

